

EXHIBIT 5

HOW TO DO THINGS ON LINKEDIN AND INDEED

Why LinkedIn

- LinkedIn is the world's largest professional network on the Internet.
- Total Number of LinkedIn Users: 467 million
- Total Number of Monthly Active LinkedIn Users: 106 million
- Total Number of LinkedIn Users from US: 133 million
- 40 million students and recent college graduates on LinkedIn.
- LinkedIn now has 3 million active job listings on the platform.

Building Your Profile

- All-Star Profile Requirements
 - Professional Headshot
 - Summary
 - Experience
 - Industry
 - Location
 - Skills
 - Education
- Background photo (optional)
- Tagline

Sourcing/Searching For Candidates

- Be specific
- Job title
- Company
- Search alerts
- Location
- Keywords

Filter people by Clear all (1)

Connections ^

☐ 1st ☒ 2nd ☐ 3rd+

Keywords ^

Locations ^

☐ United States

☐ Greater New York City Area

☐ United Kingdom

☐ Algeria

☐ Algeria area

[+ Add](#)

Current companies ^

☐ HCA

☐ Maxim Healthcare Services

☐ IBM

☐ Amazon

☐ Aerotek

[+ Add](#)

Past companies ^

Industries ^

☐ Hospital & Health Care

☐ Staffing and Recruiting

☐ Information Technology and Services

☐ Human Resources

☐ Marketing and Advertising

[+ Add](#)

Profile language ^

Nonprofit interests ^

Schools ^

Keywords ^

First name

Last name

Title

Company

School

Expanding Your Network

- Connect with ALL relevant potential candidates
- Groups
- Familiar faces
- Network
- Quality > Quantity

Messaging

- Intro message
- Short and Simple
- What (job), Where (location/company), Why (pay/benefits), How (requirements)
- Personalized/Broad
- Signature/Disclaimer

Broad Message – Mass Emails

Hi (CANDIDATE NAME),

WHAT - I was researching the top RNs in Florida, and I came across your resume/profile. **WHERE** - After taking some time to look over your experience and education, I think you would be perfect for a MedSurg position I have available in Bradenton, FL. The opportunity is for HCA, which is the top healthcare provider in the country! **WHY** - We are offering up to \$40/hr, a \$5,000-\$7,500 sign-on bonus, and relocation assistance. **HOW** - All we require from you is a current Florida RN license and 1-year of acute care experience. If this is something you would like to learn more about, let's set up a time to connect!

Personalized Message

Hi (CANDIDATE NAME),

WHAT - I was researching the top Emergency Department Leaders in the country, and I came across your profile. **WHERE** - I see you have been working with XXXX for XXXX years, and I believe your experience would be perfect for a Director position I have available in Fort Pierce, FL. **WHY** - This opportunity is for HCA, which is the number one healthcare provider in the country. **HOW** - All we require from you is three years of recent leadership experience. If this is something you would like to learn more about, let's set up a time to connect!

Posting

- Post between 9a-11a
- Daily
- Short and Simple
- Pictures
- Share/Like with coworkers
- Groups

Things To Remember

- Be Active
 - Daily posts, messages, connections, etc.
- Be Proactive
 - Source and connect with nurses in specialties you may not need right now but will at a later date. Stay ahead!

Sourcing Passive Candidate with Linked In

Agenda

Building a strong LinkedIn profile

Building your network

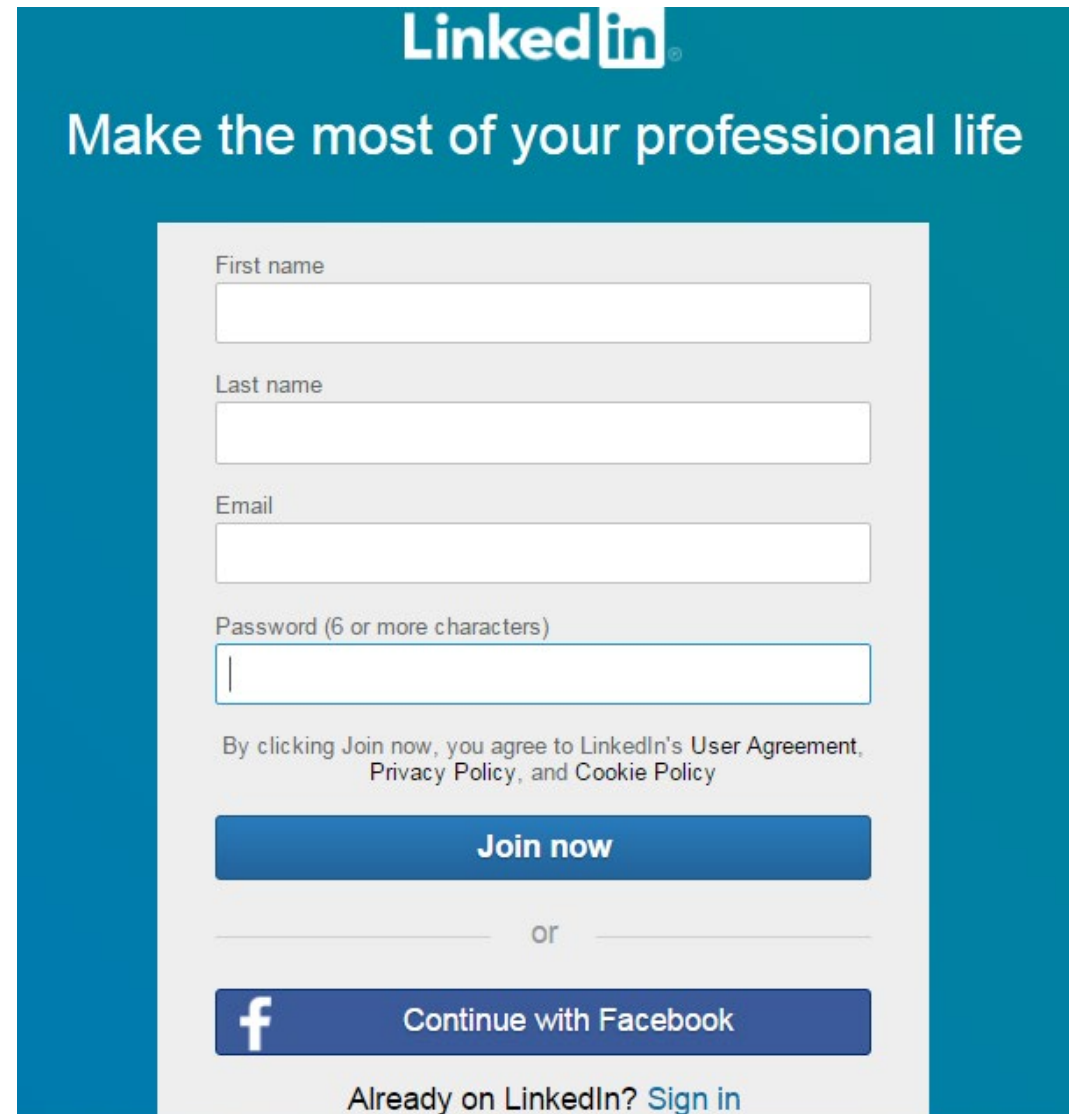
Finding passive candidates on LinkedIn

LinkedIn account types

LinkedIn Help Center



Building a LinkedIn Profile

The image shows the LinkedIn sign-up interface. At the top, the LinkedIn logo is displayed in white on a teal background. Below the logo, the text "Make the most of your professional life" is written in white. The main sign-up form is a light gray rectangle centered on the page. It contains four input fields: "First name", "Last name", "Email", and "Password (6 or more characters)". Below these fields is a line of text: "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy". There are two buttons: a blue "Join now" button and a dark blue "Continue with Facebook" button which includes the Facebook 'f' logo. At the bottom of the form, it says "Already on LinkedIn? Sign in" with "Sign in" as a link.

LinkedIn

Make the most of your professional life

First name

Last name


Email

Password (6 or more characters)

By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy

Join now

or

 Continue with Facebook

Already on LinkedIn? [Sign in](#)

Building a LinkedIn Profile

New Subhead Choices for HWS Recruiters

1. Recruiter finding great jobs for great nurses, physicians, allied healthcare professionals | thousands of opportunities
2. Recruiter making great job placements for the best nurses, physicians and allied healthcare professionals
3. Recruiter with thousands of excellent opportunities for nurses, physicians and allied healthcare professionals
4. Recruiter always on the lookout for great healthcare practitioners | thousands of successful placements
5. Recruiter matching nurses, physicians and allied healthcare professionals to outstanding career opportunities
6. Recruiter who helps talented healthcare professionals advance their careers | thousands of successful placements

Building a LinkedIn Profile

New LinkedIn Profile Summary for HWS Recruiters

If you are a nurse, physician or allied healthcare professional, your job is one of the most important in the world. You provide direct care to those who need it most. Our job is to take care of you. Let us help you find work that utilizes your specialized skills in the best way possible. HealthTrust Workforce Solutions places thousands of nurses, physicians and allied healthcare professionals in per diem, travel and direct hire positions every year. Whether you want to work across town or across the country, we can find the right position to satisfy your personal and professional career goals.

Contact me today to explore the possibilities!

Building a LinkedIn Profile



CURRENT



Jannicke Lue
HCA-East Florida Division Recruiter at Parallon Workforce Solutions
Miami/Fort Lauderdale Area | Staffing and Recruiting

Current: Parallon Workforce Solutions
Previous: Parallon Workforce Solutions, Nordstrom
Education: Florida Atlantic University

[Connect](#) [Send Jannicke InMail](#) 316 connections


Background

Summary

HCA Talent Acquisition professional— I can be contacted via email: jannicke.lue@parallon.com or via phone at 954-724-6194

Experience

NEW



Jannicke Lue
Recruiter finding great jobs for great nurses, physicians, allied healthcare professionals | thousands of opportunities
Miami/Fort Lauderdale Area | Staffing and Recruiting

Current: Parallon Workforce Solutions
Previous: Parallon Workforce Solutions, Nordstrom
Education: Florida Atlantic University

[Connect](#) [Send Jannicke InMail](#) 316 connections

Background

If you are a nurse, physician or allied healthcare professional, your job is one of the most important in the world. You provide direct care to those who need it most. Our job is to take care of you. Let us help you find work that utilizes your specialized skills in the best way possible. Parallon Workforce Solutions places thousands of nurses, physicians and allied healthcare professionals in per diem, travel and direct hire positions every year. Whether you want to work across town or across the country, we can find the right position to satisfy your personal and professional career goals.

Contact me today to explore the possibilities!

Experience

Building a LinkedIn Profile

The image shows a LinkedIn profile for Lynn Kumon. The profile includes a professional headshot of a woman with dark hair, wearing a white shirt. To the right of the photo, the name 'Lynn Kumon' is displayed, followed by the headline 'Head communicator at Kumonicate - the top social media and marketing agency in London'. Below this, the location 'London, Greater London, United Kingdom' and industry 'Marketing and Advertising' are listed. A 'Send a message' button is visible. The 'Current' section shows 'Kumonicate', 'Previous' shows 'Aple', and 'Education' shows 'Cambridge University'. Below the profile summary, the 'CONTACT INFO:' section lists 'Email' as 'lynn@kumonicate.com', 'Twitter' as '@LynnKumon', and 'Websites' as 'Kumonicate Agency', 'My Marketing Blog', and 'My Forbes Column'. The LinkedIn URL 'uk.linkedin.com/in/lynnkumons/' is shown at the bottom. Annotations with orange arrows point to the headline, the email address, and the Twitter handle, with text boxes explaining their importance.

CONTACT INFO:

HEADLINE:
It should be catchy and keyword rich. This is the first impression - make your headline stand out or people will move on.

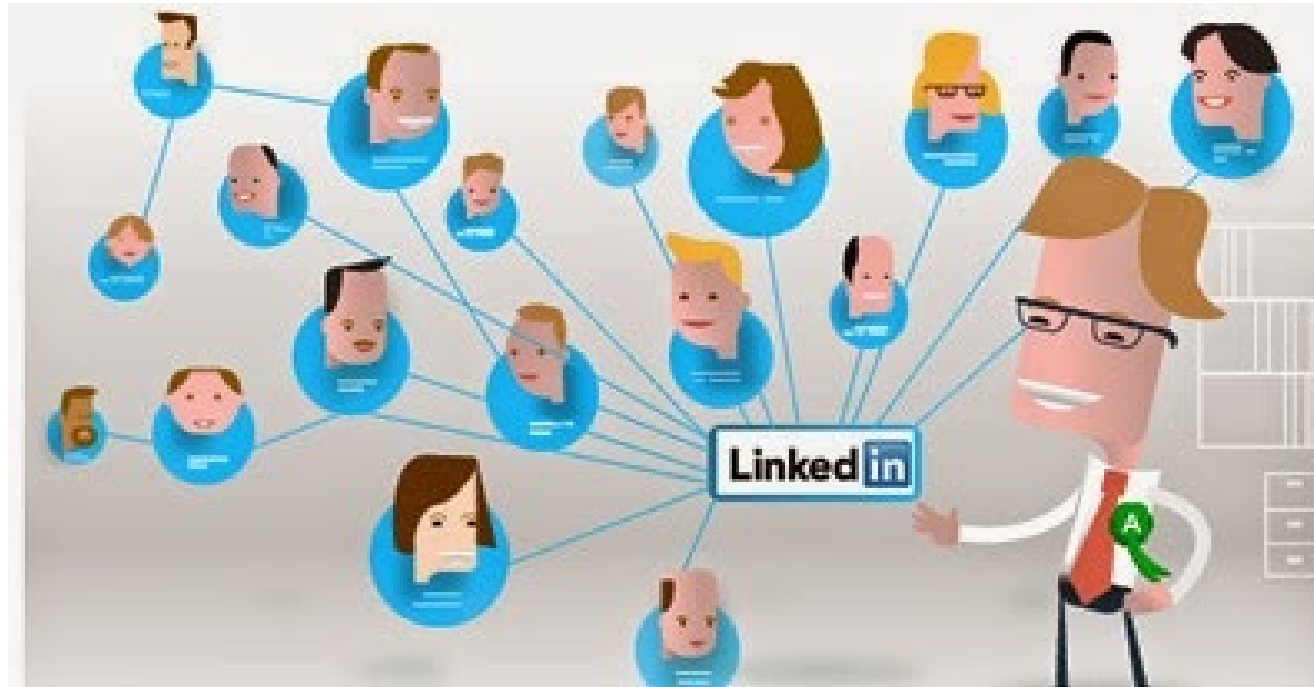
Add your professional email address and your company or personal Twitter account.

Personalise your URL by clicking on 'Edit profile' and 'Edit contact info'.

Good example of how profile should look!

- Professional Picture
- Parallon contact information
- www.parallonjobs.com

Connections

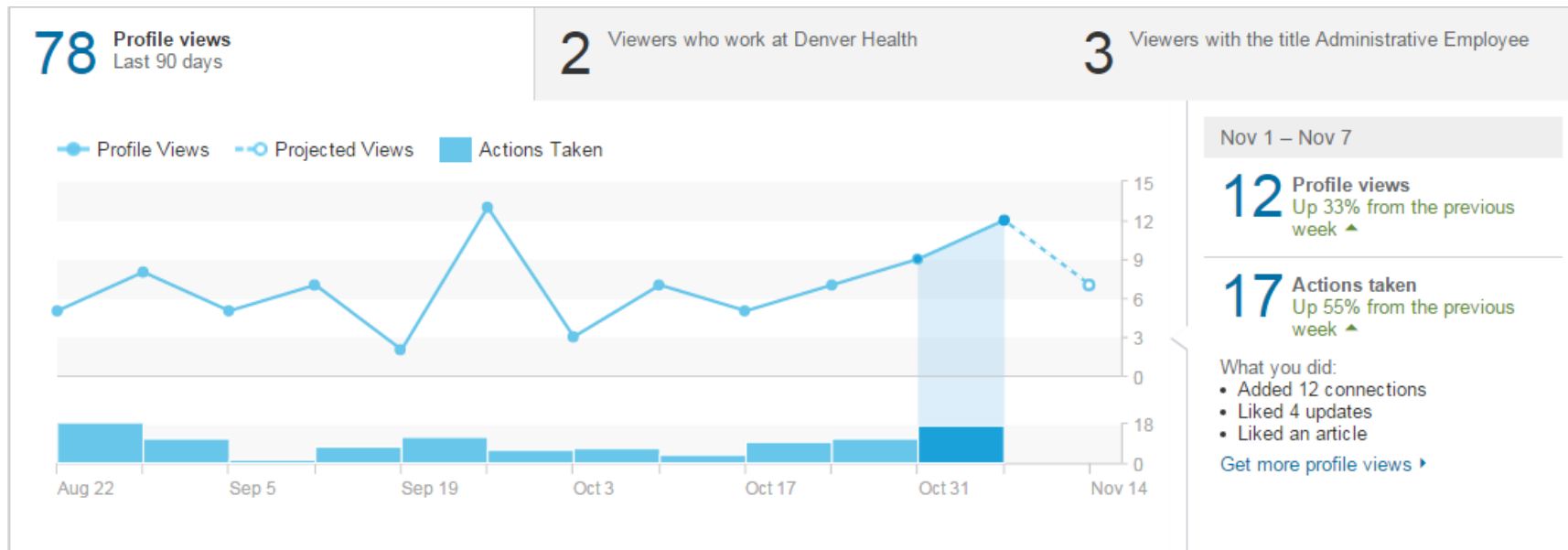


Make at least 300 connections in order to get a big enough network to be useful to you professionally, and to be visible on LinkedIn.

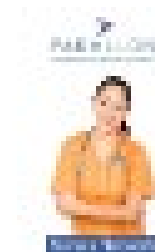
Source: <http://3.bp.blogspot.com/--pNBm-bNuV/VQ-5kMySnel/AAAAAAAAA5k/hK8EOBwGEog/s1600/linkedin-contacts.jpg>
Sources: <http://www.forbes.com/sites/laurashin/2014/10/20/how-to-create-the-ideal-linkedin-profile/2/>

Profile Views

Who has been viewing your profile?



Joining Groups



Searching for Potential Candidates

People

Jobs

Keywords

First Name

Last Name

Title

Company

School

Location

Anywhere

Search

Reset

Advanced People Search

Reset

Close

Relationship

☐ 1st Connections

☐ 2nd Connections

☐ Group Members

☐ 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

Upgrade to access multiple

in

Groups

☐ Physical Therapist (PT) Network

☐ American Nurses Association

☐ The Recruiter.com Network

☐ Denver Nurses

☐ Cardiac Sonographer Connection

in

Years of Experience

in

Function

in

Seniority Level

in

Interested In

in

Company Size

in

When Joined

Boolean Operators

Boolean Operators	Use	Examples
AND (A space between two words will have the same result as AND on most search engines)	Ensures the return of all results that contain all of the search terms	ICU AND Hospital Your results will have both of these words in them
OR	Ensures results will contain either of the search terms	RN OR Registered Nurse Your results will have either or both words
NOT (usually represented by a minus sign)	Helps to eliminate or subtract terms from results	Nurse NOT Practitioner Nurse -Practitioner Your results will not have the word Practitioner in them.

Boolean Modifiers

Boolean Modifiers	Use	Example
Quotation Marks “xx”	Defines and exact phrase in exact order	“Critical Care” “Critical Care” (eliminates home care, long term care)
Parentheses (xx)	Defines a subset of a string and used in OR statements	(ICU OR Critical OR ER)

Strong Message

Importance of the Introduction

- Ensure you have an informative and open ended introduction to people who may not be actively looking
- Entice the individual with a clever subject line
 - “Work when you want to!”
 - “Looking for extra holiday money?”

Example

My name is Cassie and I'm a Recruiter with HealthTrust Workforce Solutions. We staff the HealthONE hospitals in the Denver area and are currently looking for Per Diem CNA's. I think your experience is right in line with what our hospitals are looking for.

If this is something you're interested in, I'd like to set up a time to learn more about your experience or at least connect for future opportunities.

Thank you,

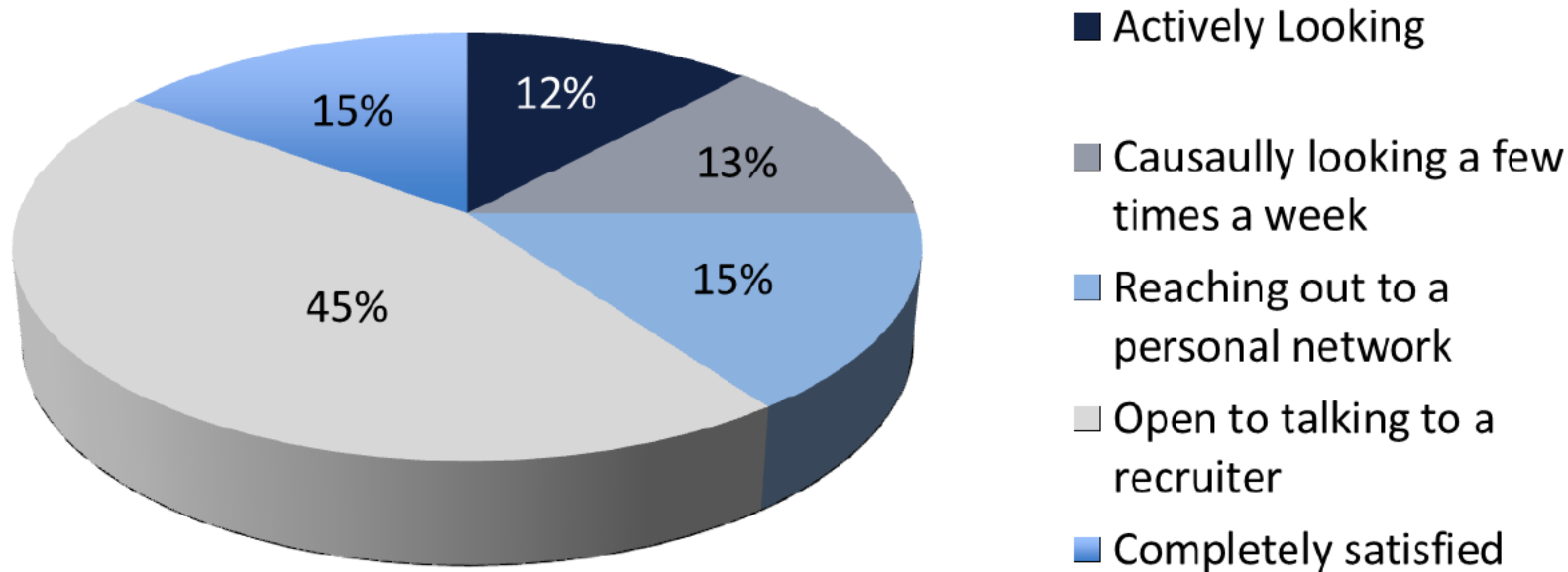
Cassie Pecharich | Regional Recruiter | 720.279.2187 | www.healthtrustjobs.com

cassandra.pecharich@healthtrustws.com

Statistics

Good news: 85% of the workforce want to hear from you.

- Three-quarters of the fully-employed workforce around the world consider themselves passive candidates



Source: <https://business.linkedin.com/talent-solutions/blog/2014/03/active-vs-passive-candidates-the-latest-global-breakdown-revealed>

LinkedIn Account Types

Basic (free) account

A Basic account is for anyone who wants to create and maintain a professional profile online.

- Build your professional identity on the web.
- Build and maintain a large trusted professional network.
- Find and reconnect with colleagues and classmates.
- Request and provide recommendations.
- Request up to five introductions at a time.
- Search for and view profiles of other LinkedIn members.
- Receive unlimited InMail messages.
- Save up to searches and get weekly alerts on those searches.

LinkedIn Help Center

LinkedIn Questions?

- [Learn.linkedin.com](https://learn.linkedin.com)

Browse Popular Topics

Building Your Identity	Getting Started	Getting Professional Insights
Profile - Overview Who's Viewed Your Profile Skill Endorsements and Recommendations Ranking in Search Results – People Search	Using LinkedIn - the Basics Account Access and Settings Searching on LinkedIn Emails from LinkedIn Supported Languages	Homepage - Overview Company Page - Overview Original Pulse Mobile App - Frequently Aske... Content from the LinkedIn Network
Finding Career Opportunities	Learning About Premium Accounts	Sharing Your Ideas and Expertise
Job Searching on LinkedIn - Overview Applying for a Job on LinkedIn Job Seeker Premium Account	Managing Your Premium Account Unrecognized Charges from LinkedIn	Long-Form Posts on LinkedIn - Overview Sharing Ideas, Questions, Articles, and Links
Keeping in Touch with Your Network	Growing Your Network	Popular Answers
Communicating with LinkedIn Members Introductions - Overview InMail - Overview LinkedIn Contacts - Overview Connected Mobile App - Frequently Asked Q...	Connections - Overview Finding People You Know on LinkedIn Invitations - Overview	LinkedIn Professional Community Guidelines Supported Internet Browsers Applications Data Use SlideShare - Frequently Asked Questions Supported Providers and Content Types for ...

- Browse Popular Topics
- Building Strong Profile
- LinkedIn Trainings